

WHAT IS CLAIMED IS:

1. An apparatus for providing, via a network, a customer device of a customer with information on a product that requires the customer to follow a predetermined operation procedure to operate a predetermined
5 function, comprising:

an education giving unit that gives an education on the operation procedure of the product to the customer through the customer device; and

- 10 an education history storing unit that stores a progress of the education given to the customer as a history of the education given.

2. The apparatus according to claim 1, wherein the education giving unit gives the education according to a product category to which the product belongs.

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3. The apparatus according to claim 2, wherein the education giving unit first gives an education that is common to all products in the product category, followed by an education that is specific to the product.

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4. The apparatus according to claim 1, wherein the education giving unit gives the education according to the history stored.

5. The apparatus according to claim 1, wherein
the education giving unit conducts a test to check how much the
customer has understood the operation of the product, and
the education history storing unit stores a result of the test as
5 the history.

6. The apparatus according to claim 5, further comprising a benefit
offering unit that offers the customer a benefit according to the result of
the test.

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7. The apparatus according to claim 6, wherein the benefit offering
unit offers the benefit according to the history stored.

8. The apparatus according to claim 6, wherein the benefit offering
15 unit offers the benefit in the form of at least one of a discount, a coupon,
and points.

9. The apparatus according to claim 7, wherein the benefit offering
unit offers the benefit in the form of at least one of a discount, a coupon,
20 and points.

10. The apparatus according to claim 1, wherein the product is an
application software and the product category is a computer.

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11. A method of providing, via a network, a customer device of a customer with information on a product that requires the customer to follow a predetermined operation procedure to operate a predetermined function, comprising:

5 giving an education on the operation procedure of the product to the customer through the customer device; and

storing a progress of the education given to the customer as a history of the education given.

10 12. The method according to claim 11, wherein the giving includes giving the education according to a product category to which the product belongs.

13. The method according to claim 12, wherein the giving includes
15 giving an education that is common to all products in the product category, followed by giving an education that is specific to the product.

14. The method according to claim 11, wherein the giving includes giving the education according to the history stored.

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15. The method according to claim 11, further comprising conducting a test to check how much the customer has understood the operation of the product, wherein

the storing includes storing a result of the test as the history.

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16. The method according to claim 15, further comprising offering the customer a benefit according to the result of the test.

17. The method according to claim 16, wherein offering includes
5 offering the benefit according to the history stored.

18. The method according to claim 16, wherein the offering includes offering the benefit in the form of at least one of a discount, a coupon, and points.

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19. The method according to claim 17, wherein the offering includes offering the benefit in the form of at least one of a discount, a coupon, and points.

15 20. A computer program for providing, via a network, a customer device of a customer with information on a product that requires the customer to follow a predetermined operation procedure to operate a predetermined function, making a computer execute:

giving an education on the operation procedure of the product to
20 the customer through the customer device; and
storing a progress of the education taken by the customer as a history of the education given.